



Event Marketing on Social Media

The Importance of User Engagement on Social Media for Kaustinen Folk Music Festival

Cécile Gasparoni

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ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
International Business

GASPARONI, CÉCILE:

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Liking. Commenting. Sharing. The world of Social Media has become a hotspot for event marketers. In today's world customers are the ones who decide which brands succeed, and which don't. Event marketers need to find ways to connect and engage with their customers to turn potential customers into buying customers and buying customers into returning customers. The aim of this research is to investigate marketing strategies that help the case company Kaustinen Folk Music Festival to engage more with its customer base on social media. The theoretical framework helps to understand who event consumers are and what social media means for event marketing. A mixed Research Method in the form of an online survey was used to explore the case company's social media follower base behavior on social media.

The conducted survey used mainly quantitative multiple-choice questions that focused on receiving statistics of age groups, social media routines, opinions about newsletters, vlogs, or music playlists. Open-ended questions completed the survey to gain a deeper understanding of the followers' wants and needs that concern the festival. The research found out, that different age groups behave differently on Social Media. Age groups of >45 tend to prefer Facebook whereas the younger generation from 18-34 tends to be more active on Instagram. These findings play a key role when deciding on future marketing strategies that engage different target groups in the most efficient way.

The gained knowledge from the theoretical framework and the mixed research methods have the common goal of finding recommendations for future actions on Kaustinen Folk Music Festival's social media accounts. The result of this research offers a variety of practical suggestions, such as ideas for Social Media Content, blog articles, music playlists, and competitions that help to improve the case company's Social Media Return on Investment. User Engagement on Social Media build finite resources to be used to continually improve a business' profitability.

Key words: Event Marketing, Social Media, User Engagement, Return on Investment

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1 INTRODUCTION

The aim of enticing customers has been a top priority for many businesses. Through the rise of digitalization, it has become possible to reach customers in completely new ways. Especially social media platforms allow businesses to gain the customer's attention by guiding them gently to the desired goal: The purchase button. Social Media Marketing or Content Marketing doesn't only drive traffic to a website, but it also allows the business to engage and to create a relationship with the customer. Content Marketing opens many new doors to observe and research different target groups. Social media channels are beneficial tools to promote events and to drive ticket sales. Besides that, social media is the ideal platform for customers to share their own experiences with the world. These experiences in the form of photos, videos, blog reviews or vlogs, provide free content and advertisement for the business.

There can be the most sensational event, but if nobody has ever heard of the event, nobody will show up (Jackson & Angliss 2018, 1). Social media plays a key role when promoting an event. The more people engage with a business's content on Social media, the more people will see the content and thus get to know about the event as well. In my thesis, I want to research successful Social media strategies for the Kaustinen Folk Music Festival to improve the current customer-engagement strategy for the festival. The goal is to increase the interaction rate between the business and the customers, before and after the festival. During the research process, I will conduct an online survey to gain a better understanding of the customers' online behavior, their wants, and their needs. In addition, I will use the help of analytical online tools to gain valuable insights that can help me shaping new engagement strategies.

1.1 Thesis Structure and Goal

The study is divided into a theoretical framework and mixed-method research. The theoretical part constitutes information about events, event consumers, Social media Marketing and its effects for the event business. The theoretical part

tries to find out why music events can be so attractive to people and the factors that make people attend an event. A connection between events and social media will be examined to determine, how big of an effect Social media has on the event business today and what is needed, to be able to use Social media as a powerful tool.

The mixed-method research part consists of an online questionnaire (survey), published on the case company's Instagram and Facebook page. A survey is a traditional method of collecting insight data, in order to receive a bigger picture of a research problem, for example, target groups, opinions, and preferences. The survey was conducted through both quantitative and qualitative research methods, (mixed-method research). The quantitative research method focuses on the numerical, mathematical or statistical measurement of collected data. This data is usually collected through polls, surveys or questionnaires (Babbie 2010). By using the quantitative research method, the research can receive a larger amount of data from a broader target group, which can help to receive a clearer picture of the general, current state of the research problem. The content of the resulting statistics can be advantageous when making new decisions for the future.

The qualitative research method, on the other hand, focuses on the respondent's personal experiences and insights about the research problem, rather than on the quantity, amount or frequency of a certain matter (Denzin & Lincoln 2005). Qualitative research is often carried out through in-depth interviews or observations within a selected target group. Through the resulting acuity, a deeper understanding and new approaches for future action may be found and implemented into the suggestions part of the research.

The goal was to develop an online survey that can be given to hundreds of people. A survey draft has been given to a chosen group of people with different expertise, age, and lifestyles. The group members took the survey and responded with personal opinions about the survey's style and content. The in-depth feedback provided ideas that could then be used for survey development.

The survey has been created with Google-Forms for efficient data collection and analysis. Altogether there were fifteen quantitative questions where seven questions contained an optional, open-ended question to provide an opportunity of an unfamiliar topic or opinion. The analysis of the survey had the purpose of showing how powerful Social media can be for a business and its customer relationship.

1.2 Kaustinen Folk Music Festival

According to Salonen (2020), the Kaustinen Folk Music Festival (original name "Kaustisen kansanmusiikkijuhlat), is one of the biggest festivals in Finland and is the biggest Folk Music Festival in the nordic countries. The annual music festival was first celebrated in 1968 and has been organized by the Pro Kaustinen Society since 2012. Originally, the festival showcased the fiddle-based music from Kaustinen, which developed into a long tradition and is still today one of the centerpieces of the festival.

When the festival took place for the first time, the estimated number of visitors to around 6000 people exceeded three times the expectations. Nowadays the festival lasts one week long and attracts more than 40.000 visitors that come to enjoy live music, workshops, and other activities being offered. (Salonen 2020; Wikipedia 2019.) In 2018, 47.000 visitors came to spend a week at the festival in the central Ostrobothnian village (Yle News 2019).

1.3 Research Problem

Kaustinen Folk Music Festival is currently active on three different social media platforms: Twitter, Facebook, and Instagram. Turning out that Facebook and Instagram bring the most engagement-possibilities, this research focuses mainly on those two social media channels. Within the past years, the marketing team of Kaustinen Folk Music Festival has created a good base to promote and interact with its followers, although wishes, that the engagement-rate increases in the future (Facebook Insights 2020). The main problem is, that there is only a little

knowledge about the followers' wants and needs. Without knowing who the customer base is and what they expect from the festival's social media presence, it becomes rather impossible for the company to create customer-oriented social media content in the future. This research focuses on why social media is so important for event marketing and on the factors that drive Kaustinen Folk Music Festival's followers to engage with the company online.

1.4 Research Methodology/ Empirical Study

This chapter will describe the purpose of the research, explain the research methods used and why these methods have been chosen in this study. This chapter will also display and analyze the results of the research.

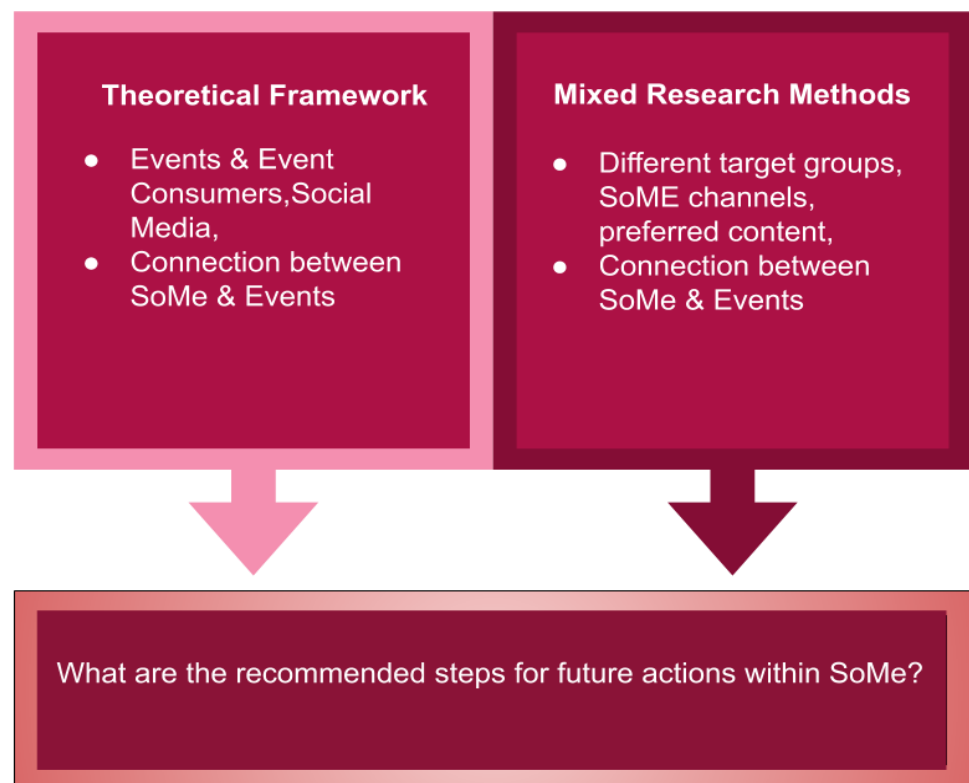


Figure 1. Research content and purpose (Gasparoni 2020)

Figure 1 represents the Content and purpose of the study and shows which methods have been used to receive general information, insights, and data that helps

to answer the research question. The purpose of the research is to determine valuable data of social media preferences of the case company's target groups. This data is the base-knowledge needed, in order to find applicable suggestions for improving the case company's customer engagement rates within Social media. The study wants to reveal the different target groups of the company, the preferences of content and the target groups' social media behavior. The main purpose of the study is to understand Kaustinen Folk Music's Social media followers, their needs, and expectations with the intention of creating stronger customer engagement and relationships.

2 EVENTS AND CONSUMERS

There is no standardized definition of what events are. Events can, for example, be social, political, corporate, religious, educational gatherings of people that may have the purpose of celebrating, debating, or changing something (Sharma H 2017). There are many different definitions of what events are. Events have existed as long as humanity itself. Humans have always had the urge of celebrating a special happening, a belief, or simply themselves. Those events are supposed to bring joy and happiness as they break through our normal routine in our daily life. While doing so, we give ourselves “a break” of our current worries and sharpen our senses for something completely different than usual. In the past, events have been dedicated more to religious reasons or life-sustaining happenings like for example a successful hunt, a good harvest, or a birth. (Nitsche 2003.)

Nowadays religious reasons aren't as important anymore for an event. The purposes have become more versatile over time. Today we celebrate events such as the release of a new product or to motivate the team at work or some environmental events. Besides the purpose of informing, engaging, and entertaining people, events are also seen often as a form of self-identification and status. People aren't able to influence where they are from, but they can influence who they become. The process of becoming is developed out of points of similarity and difference, involving both self-description and social ascription. Particularly music events offer a great chance for people to share their personality and make a statement. (Shuker 2013, 161.)

Self-Identity may be indicated through a certain type of music and through events where this music is being celebrated. The celebration of this music culture creates a membership of belonging to the same community, apart from gender, ethnic and background. The adherence to a certain group, fan club or cult can be used to approach a certain society, but also to distance oneself from a certain society, for example, parent culture or authority. (Shuker 2013, 161.)

2.1 Psychological Factors behind Music Festivals

Another factor that makes events so attractive is the power of novelty. New experiences create positive feelings as the brain responds to newness by releasing dopamine which can make us want to go exploring in order to receive some sort of reward (Cooper 2013). One could attend every year at the same festival, but the experiences will be always new ones. One of the major factors is to socialize with other people. Humans are in a constant search of socializing in order to connect. A human's urge to connect and the discomfort we feel when we are being isolated, motivates us to live and work and be together. (Liebermann 2013.)

According to the researchers Packer and Ballantyne (2011), there are psychological and social benefits of well-being for people who attend a music festival. (Miller 2020.) Packer and Ballantyne executed both qualitative and quantitative research by interviewing a focus group and by conducting a survey with young people (age 18-30), who have lately all visited music festivals. After analyzing and categorizing the resulting data, four main themes could be filtered out: The music, the atmosphere, the social aspects, and the separation from everyday life (Figure 2).

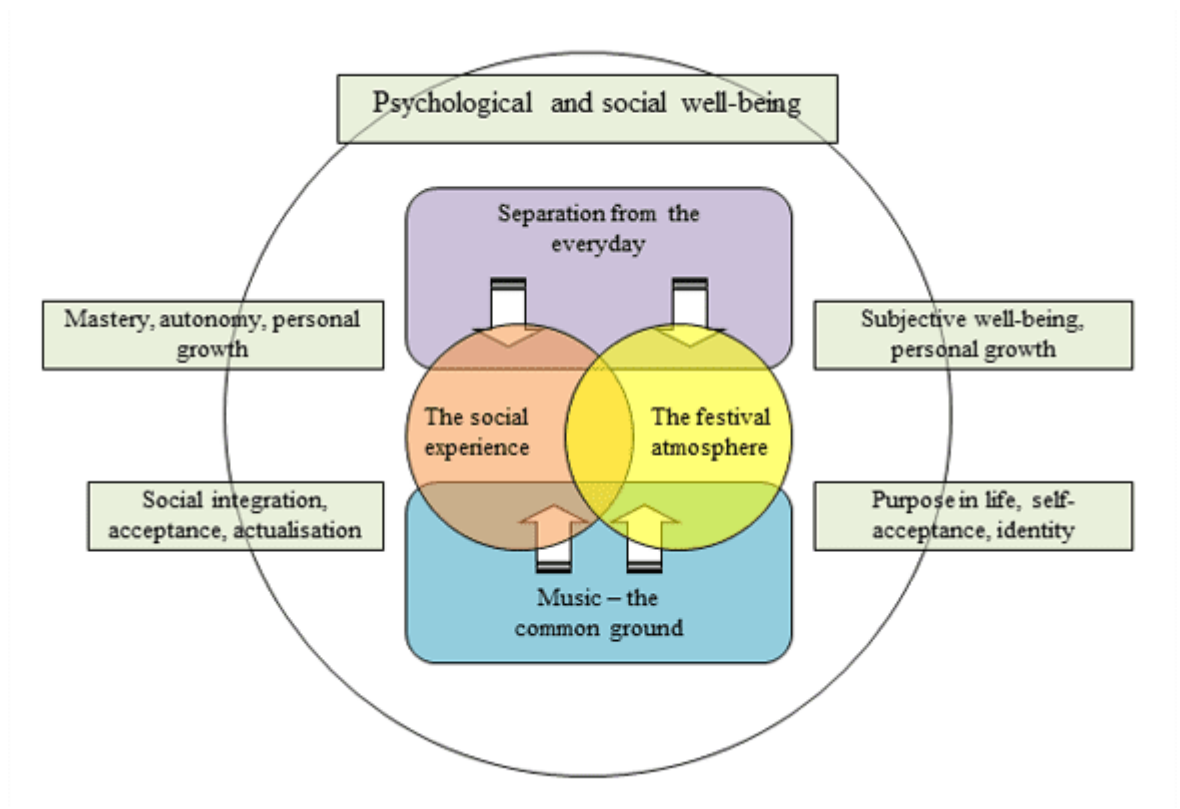


Figure 2. Four facets of the music festival experience (Packer & Ballantyne J 2011)

Figure 2 demonstrates that the most important elements of a music festival are, that visitors have their own time and space of exploration.

Packer and Ballantyne's research (2011) has revealed that attendees sensed a development in their personal growth. The social integration and feelings of acceptance gave attendees an exceptional sensation of well-being, which led to a recognition of their own capabilities, limits, and opportunities, and a better understanding of people around them. As mentioned before, besides the music itself, music festivals give the opportunity to escape everyday life. They offer the chance to be free from worries, stress, self-doubt, or disconnection. The connection between customer and music and the excitement of experiencing something new gets people to attend festivals to share their feelings with the like-minded who found common ground. (Miller 2020.)

2.2 Routes to Market

Routes to Market are actions an event organization is undertaking to target the right audience. In event management, routes to market mean to apply a combination of different methods, to get customers to attend an event. To be able to decide, which methods are the best for a business, there are four main components that help to the best possible outcome.

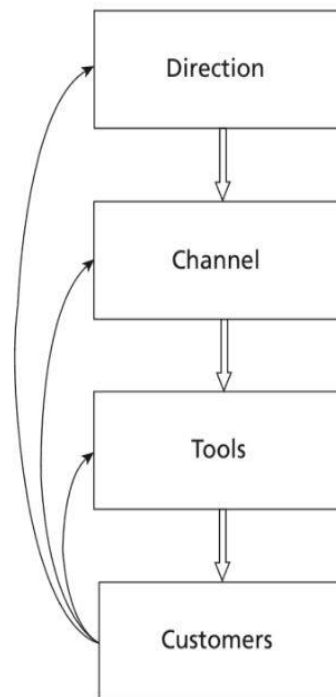


Figure 3. Selecting the best Routes to Market (Jackson & Angliss 2018, 2)

'Direction' is the evaluation of whether to sell the tickets through an own website or via phone, directly to the customers, or if it is more effective to sell tickets through e-ticketing such as Ticketmaster or Tiketti. The 'Channel' assesses, through which way of promoting you will reach the desired target group. Promotional channels that are typically used among other channels are advertising, personal selling, public relations, sponsorships, or the internet (Jackson & Angliss 2018, 2). When choosing the right promotional channel, it is important to consider the possibilities as for example advertising on tv and print and personal sales are based on commissions. To know how and when to promote an event precisely it is important for the event organizer to know the tools that are needed for the correct execution of the chosen channel. So for example, when choosing the

channel Internet to promote an event, the promoter can use the website for direct selling and social media channels such as Twitter, Facebook or Instagram to promote the event and lead the customers from there to the tickets. It is important to choose the right channel combined with the correct tools in order to reach the right customer base (Jackson & Angliss 2018, 3). Each channel needs a well thought-through strategy to attract different target groups successfully. As Kaustinen Folk Music Festival's target groups vary from different age groups, a diversity of marketing channels with different strategies could improve the customer engagement rate and thus the ROI (Figure 4. Facebook followers). Promoting events on different online channels can benefit as it is a low-cost solution for finding new customers and to spread the word (Eventbrite).

2.3 SWOT Analysis as a tool

There are many tools that help to understand the current situation of a certain topic or process. A business consists of constantly changing processes that entail positive but also negative factors. A SWOT Analysis is a planning process that helps to capture and to visualize the current state of a business process in order to build an improved future. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats.

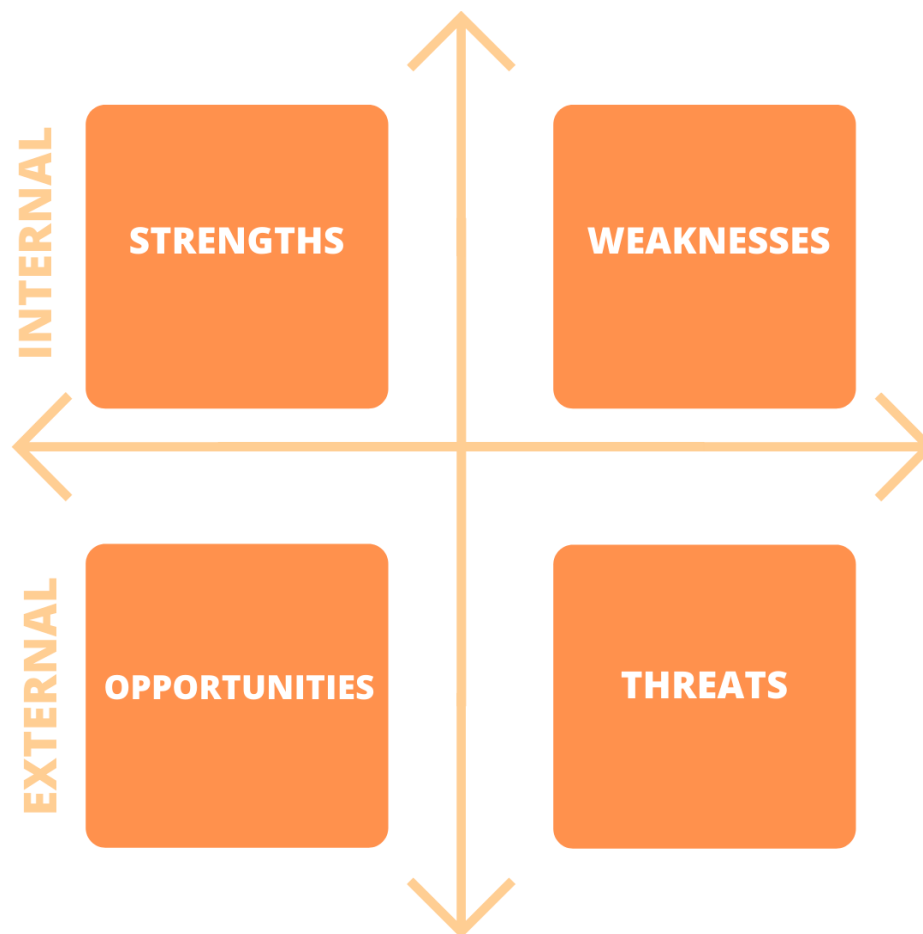


Figure 4. SWOT Analysis (Gasparoni 2020)

The SWOT Analysis helps to develop a deeper understanding of various factors being involved when making a business decision and outlines clearly strengths and opportunities while shoring up weaknesses and monitoring possible threats.

The SWOT Analysis evaluates internal as well as external factors. Strengths and weaknesses are internal factors and capture a company's resources such as Human resources, financial resources, and physical resources. Opportunities and threats stand for the external factors a company is facing such as political, environmental, economical regulations. It can also be a change in the customer's needs, demographics or new technology trends. (Schooley 2019.). In this research, a SWOT Analysis has been applied to find out key issues that determine the main problems of the case company's social media marketing.

2.4 Benchmarking as a tool

Benchmarking is a process, where company X compares different actions of the more successful company Y from the same field. The purpose of benchmarking is to identify and analyze successful strategies of a competitor company in order to learn and seek out possibilities for improvement. In other words, doing benchmarking is like learning from a role model that works as a guide to head in the right direction. Company X either chooses to make small adjustments to their current product, service or decides to re-engineer the whole process (Shopify).

3 SOCIAL MEDIA

Social media has changed how we communicate, work and live. Statistics have shown that 3.7 billion social media users are active worldwide (Hubspot, 2019). Social media are platforms that allow people to connect with each other in real-time. It lets people share, for example, photos, videos, news articles, recipes, tutorials as efficiently as never before. Social media can be described as a collective of different communication channels on the world wide web. These can be websites or applications with the intention of transferring information to a certain target audience (Rouse 2020).

3.1 The Attention Economy

Every day we see photos and videos of other people, living their best, most fun and exciting life and present it to the world on social media. One might feel left out very fast in our world where “liking” and “sharing” have become a big part of our everyday life. It creates a feeling of missing out. One goal of event promotion is to create a “Fear of Missing Out”, the so-called FOMO. To give an example of how long FOMO has already existed is to remember ancient Romans who went to the Colosseum to watch the Gladiator show, to then be able to tell their friends about the experience the next day. Humans have the natural desire to belong and to be part of happenings and experiences. When certain events are happening and the “world” talks about it, the day after, one wants to naturally be a part of it. The same happens in event management. Concert tickets are higher than ever, and yet people from all classes pay up for it. Ticket companies like Ticketmaster stated that loyal fans would pay almost anything to be able to see their favorite acts, especially if those aren’t performing that often (Shaw 2019).

The strategy of FOMO Marketing can be a real game-changer for event organizers. A study in 2013 FOMO Marketing was defined as a type of anxiety to be missing out on a rewarding experience that other people might have (Kristensen E 2019).

Promoting one's personal life on social media in the best possible way has grown into an immense trend. A study shows that one of the main reasons for people to use Instagram is to gain knowledge about others (Sheldon & Bryant 2015). The phenomenon of "fear of missing out" can be used wisely in event marketing as it is basically the base of the whole social media universe. As mentioned before, the chain of "liking" an event on Facebook which will be seen in the feed of that person's Facebook-friends, can create a feeling of missing out, with the result of gaining the attention of the event.

3.2 The Importance of Social media for Events

Nowadays, event marketers cannot overlook the fact that Social media is one of the easiest and most effective ways of interacting and targeting potential customers. Although, it is very important for the business to research its customer base and create different marketing strategies for different target groups. With the rising change of consumer behavior within the world wide web, different tools and strategies are needed, in order to research, analyze and understand consumer behavior within different markets (Stansberry 2018).

When it comes to its success, a festival's size can be disregarded. May it be a smaller networking event with a few hundred participants or a music festival with a couple of thousand visitors. Social media is an effective tool for spreading information and targeting potential customers (Azyan). With the right marketing strategy, it can create awareness, interest, and expectations about the event and lead to an increased ticket sale. Every article, photo, video or comment posted on Social media, creates an impact on a business brand image (Guerrero). Therefore, it is important to research the target group's interests and to know how to stand out from the crowd. By constantly engaging with consumers and by drawing their attention to the business, a connection between customer and brand can be built. A long-term customer relationship is one of the key factors in marketing, as it creates loyalty and has a huge impact on the customer's decision making. A customer's loyalty to a brand exceeds the process of purchasing and using a

product or service. Loyal customers go out and spread the word about their positive experience. This can be truly valuable for a company. (Carpenter 2016.).

3.3 Social media Engagement and Algorithms

The intention of posting content on social media is to be seen and heard. To understand why some posts are seen on top of the feed and some posts seem to vanish after posting, one has to know about the so-called social media algorithms. Algorithms on social media calculate automatically, which posts make it to the top and which don't. The success criteria vary from platform to platform. Generally, social media algorithms are being positively influenced by the engagement-rate of the post itself, within a certain time-frame. It may be the number of likes, comments or shares. The more the engagement-rate is thriving, the more likely it is for the post to appear on the top of the feed (Mayfield 2020).

4.3 Social media and its users

When deciding on using social media as a marketing tool it is important to collect and analyze data of the people who show interest in a brand. User information is an essential asset for businesses to understand how to target which user-group on which channels. As the world of social media is constantly changing, it is mandatory to be updated about user behavior in order to be able to generate new leads and to maintain a good relationship with past buyers. (Chen 2020.). A conducted survey (Sprout Social 2018) shows that the most popular social media channels amongst teens in the U.S. are YouTube, followed by Instagram. In 2015, 71% of the surveyed American teens (age 13-17) were active on Facebook. In 2018 the number dropped to 51%. (Aboulhosn 2020.).

3.4 Social media Marketing

Companies cannot ignore the fact that Social media is a must in today's marketing game. Consumers are the ones who decide which brands succeed and which don't. Therefore, marketers need to understand the consumers if they want to retain and win new customers at the same time. (Moriuchi 2016.). Social media profiles are besides a good website the figurehead of a company. Profile or cover photos can be a great opportunity to market upcoming events and work as an eye-catcher. Platforms such as Instagram offer the option of live-streams that give viewers an insight view in real-time. In event marketing, this tool can be used to share live concerts, sound checks, behind the scenes and much more, while communicating with viewers at the same time. Live-streams can increase a brand's authenticity and help build a closer relationship with followers. (Gilliland 2018, 19). Social media posts or advertisements that appear as a hard sell to the customer, are more likely to be ignored by consumers than helpful marketing content. In event marketing, this can be, for example, an engaging post about the experience the customer will gain when attending the event, behind the scenes material, or pre-event-teasers. Exciting posts can drive customers to like, share and interact with a post and thus spread the word. (Gilliland 2018, 16-17.)

3.5 Content is key

In our community which is as technologically advanced as ours, people gain more and more power over what they want to see online and what influences them in their decision-making process. The constant research of consumer online behavior tries to find out what factors motivate users to go online and search for a product or service. (Moriuchi 2016,1.) With a large number of social media platforms such as Facebook, Instagram, YouTube, LinkedIn or Twitter, there are many opportunities to share, engage and connect with other users through photos, live or pre-recorded videos, or stories. (Baker 2019.) As the competition on social media feeds is high, companies need to gain attention by creating content that stands

out from the mass. Especially visuals such as videos are especially attractive for consumers. (Gilliland 2018, 15.)

According to a research (Hubspot 2019) over 50% of questioned users claimed, that they want to see content in video-form of the brands they are engaging with. Videos with a high interaction-rate can boost brand awareness and increase a company's Return on Investment (ROI). Besides attracting customers with photos or videos, blog articles or podcasts can be a beneficial type of content marketing. Blogs and Podcasts can offer information about a topic in an informative, educational or playful way and may convert readers and listeners into customers. Reliable and consistent content can help to create customer loyalty and improve the brand image. (Hubspot 2019.).

3.6 Paid Ad Marketing

Companies can invest to increase traffic on their website. Paid advertising helps to spread the word about a certain product or service in a cost-efficient way. (Haas 2019.) Paid ads let companies define their ad delivery by, for example, age, geography and interest groups. Paid ads can be also shown to users that have previously engaged with the business and find users that show similar interest in what the company offers. Paid ads collect and identify customer behavior based on interests, hobbies, prior purchases, and device usage. (Facebook for Business.) Paid ads on social media work with the bid-strategy-method. Based on the set budget being spent on an ad campaign, the platform can show the ad as often as the budget allows with the aim of generating the most valuable awareness for the advertiser. Different bid strategies lead to different goals such as brand awareness, traffic, engagement or conversions. (Facebook for Business.).

Facebook & Instagram active users in January

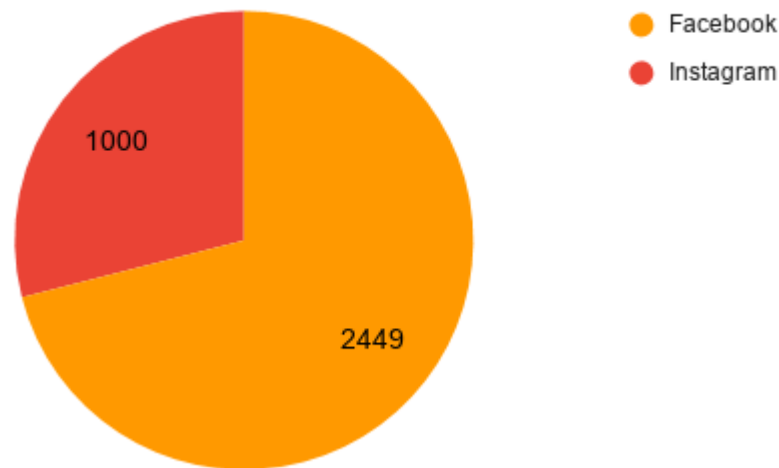


Figure 5. Facebook and Instagram users in January 2020 (Statista, 2020)

A statistic about active users on Social media in January 2020 shows that there are currently 1000 Million users on Instagram and 2449 Million users on Facebook worldwide (Statista, 2020). Facebook is still one of the most popular social media platforms used worldwide. It provides an easy way to stay connected, share experiences, show your opinions, and to stay up to date on the latest news. Facebook users are leaders. The choice of which brand to “like” and which organization to “follow” is in their hands. Marketers’ goal is to stand out from the mass and convince their target group that they are worth to be followed. Using Facebook efficiently starts with creating a business profile to attract potential customers and to be able to interact with the target audience. The event section on Facebook is an easy and inexpensive way to spread the word about upcoming events in all fields. The creator of the event can invite Facebook friends right away. If they click “Interested” or “Going”, their friends might see this update and the promotion has started. Another, faster way to get an event out there, is to use paid ads. Advertisements identify people’s activities and use the information to promote the most suitable ads to them (Jackson & Angliss 2018, 140). Different Social media platforms are beneficial to promote to and interact with different follower-groups in different ways. For many businesses, it makes sense to carefully hand-pick their social media channels that are the most suitable for the product or services being promoted (Jackson 2019).

A Facebook-commissioned online survey (Kantar Profiles 2019) found out, that 57% of the surveyed user (586 respondents) are willing to invest more money in an original experience rather than spending the money on a status brand. Social media has changed a lot in the music and event scene, as it has created so many opportunities for the consumer to find events and for event marketers to present their events. The given advantages of event marketing are providing therefor more experiences for consumers and an increase in ticket sales for event organizers. Music Festivals or Concerts are a place to connect to others. After the discovery of an event, people like to inform themselves about the event on social media. After an event, people often feel the urge of sharing their experiences with others in the form of comments, photos or videos.

Where US concertgoers discover new events

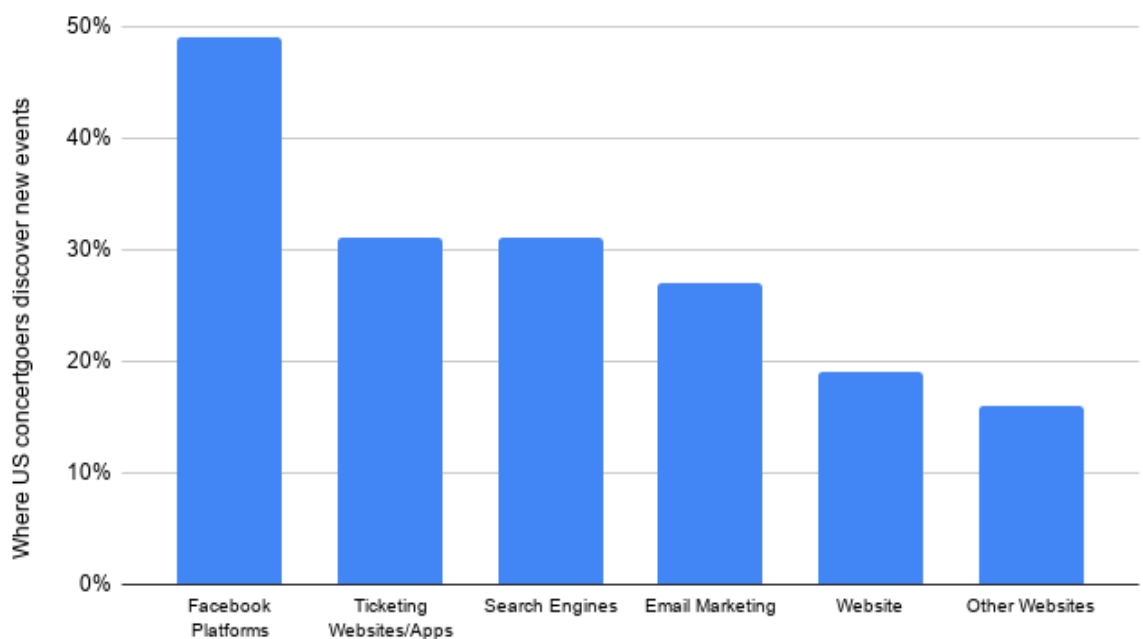


Figure 6. Where US concertgoers discover new events (Facebook IQ 2029)

The survey (Kantar Profiles 2019) asked people where they usually discover new shows online. 49% of the respondents said that they usually find out about new concerts on Facebook Platforms (Facebook, Instagram, Messenger, WhatsApp). Both search engines and ticket sales websites or apps follow with 31%. 27% of the surveyed people say, they discover events usually through email marketing. (Facebook IQ 2020.)

3.7 Guerrilla Marketing

Guerrilla Marketing is a type of marketing strategy which is intentionally communicating in a rather unconventional way to a mass of people. The intention of Guerrilla Marketing is to attract attention from as many people as possible, without interrupting them. A characteristic of this strategy is that it often comes with a memorable surprise-effect. Another characteristic of Guerrilla Marketing is that it can be done fairly cost-efficiently and still reach a large target group. The requirement of a successful execution is that it needs to be creative and original. (Zantal-Wiener 2018.) Social media is one of the most budget-friendly ways as marketers have the possibility to aim straight to the right target group that might be interested in the company's message. There are many different approaches to execute a Guerrilla Marketing Campaign. One of the very obvious ones nowadays is social media. A goal, for example, is to rapidly spread Images, gifs, hashtags, or videos across the internet from one user to another which thus generates huge brand exposure. All in all, Guerrilla Marketing is used when the goal is to get a name, a brand, or an event out there while using a strategy that triggers any type of feelings in the audience. (EventMB Studio Team 2018.). The intention of using a Guerrilla Marketing campaign is to be present in the audience's daily life, without them actually seeing it as a commercial. There are different ways of boosting a campaign on social media, especially in event marketing, so the reach can be expanded. (Cvent 2019.).

3.7.1 Bloggers and Influencers

With the power of bloggers and influencers, an event can be additionally boosted and targeted to the right audience. By letting them know what an event is all about and what the message is, that needs to get out there, they can help to create eye-catching posts on social media. In return, they can, for example, receive a VIP Pass for the event. Any photo or video taken and posted during the event can work as a promotion. It can require extensive research to find a suitable influencer, that comes with a large and relevant follower group. (Cvent 2019.).

3.7.2 Freebies and Giveaways

A well-proven method to attract attention is to give thoughtful presents to an audience. As an example, one can look at the Guerrilla Marketing Campaign of Coca-Cola, where people received a free Coke in return for a hug. Campaigns like this involve the audience with a brand and can, in the vibrant times of social media, go viral. Also smaller campaigns, such as engaging competitions and giveaways can attract attention that helps to boost an event. There are uncountable different ways of marketing an event. Regardless of the budget, creativity and originality is key when aiming for a Guerrilla Marketing campaign.

3.8 Understanding the Current Marketing Situation

Companies can get lost easily keeping track of the marketing channels being used to promote their business. If a marketing strategy used in the past went successfully, it is important for the company to identify the reasons behind the success in order to build upon this plan. Sometimes companies rest on their success and keep using strategies that used to be successful but as the world of social media is constantly changing, marketers have to adapt very fast and, at best, be one step ahead of their competitors. It can be beneficial to observe a competitor's social media actions and use this knowledge to improve a marketing strategy (Squareup).

3.9 SWOT Analysis of the Case Company



Figure 7. SWOT Analysis Kaustinen Folk Music Festival's Social Media Situation (Gasparoni 2020)

The SWOT Analysis helps to visualize and to understand the current state of the case company's social media marketing on Instagram and Facebook. The figure points out strengths, weaknesses, opportunities and possible threats that Kaustinen Folk Music Festival is facing.

Starting with the strengths, the case company has already a fan base with over 13.000 followers on Facebook and over 3.000 followers on Instagram. This offers a great base to engage with the Finnish and internationally based audience. The broad target group existing out of different age- and interest-groups can be a positive factor when it comes to media flexibility. For example, many festivals usually have their own target group based on age, interests or music genre. Kaustinen Folk Music Festival offers a family-friendly environment with a broad diversity of music and activities, that can be attractive for all kinds of people of any age.

When looking at the weaknesses, Kaustinen Folk Music Festival does not seem to have a scheduled social media marketing plan, that shows consistency in posts and engagement. Although their social media has a positive image, the content could be designed more interesting and interactive. With so many international acts and also customers from abroad, it is important to provide a sufficient English version of the website. For now, there is only one English site available, that does not deliver any updates or news.

With changing Social media trends, it has now become easier for companies to reach target groups on social media, that have required increased use of different marketing channels before. The rising number of +40 years old users on, for example, Facebook, is a great opportunity for Kaustinen Folk Music Festival to engage and promote in a cost and time-efficient way. Speaking of social media trends, the power of Instagrammers or Youtubers can be used as a beneficial marketing tool during and after the event. Especially with the newer generation becoming more green and upstanding for equality, festivals like Kaustinen Folk Music Festival can show what they stand for while approaching like-minded with corresponding marketing.

Every company is facing external threats that need to be considered when making new business decisions. One of the biggest threat are competitors on the market. Summer festivals that happen in the same time frame, with successful branding and a bigger budget can be a threat to Kaustinen Folk Music Festival on social media. It is important to stay up-to-date with competitor's happenings and marketing strategies. Benchmarking can help to compete even with a smaller budget and brand status. In order to understand, what is happening on the social media market, it is important to be educated and updated about the constantly changing Social media trends. For Kaustinen Folk Music Festival this can also help to create marketing strategies to approach new target groups, that might not have shown interest in the festival before.

3.10 Social media Followers

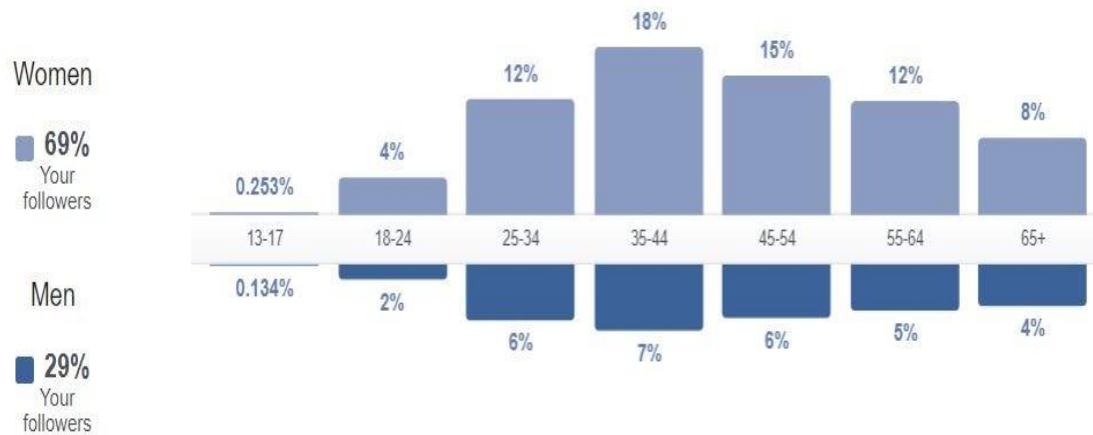


Figure 8. Facebook Followers

The figure above shows an estimated number of current followers (Facebook Insights 2020). With 13,535 page likes in total on Facebook, 69% of the followers are female and only 29% are male. The estimated numbers show, that the majority of Kaustinen Folk Music Festival's fan base is around 35-44 years old.

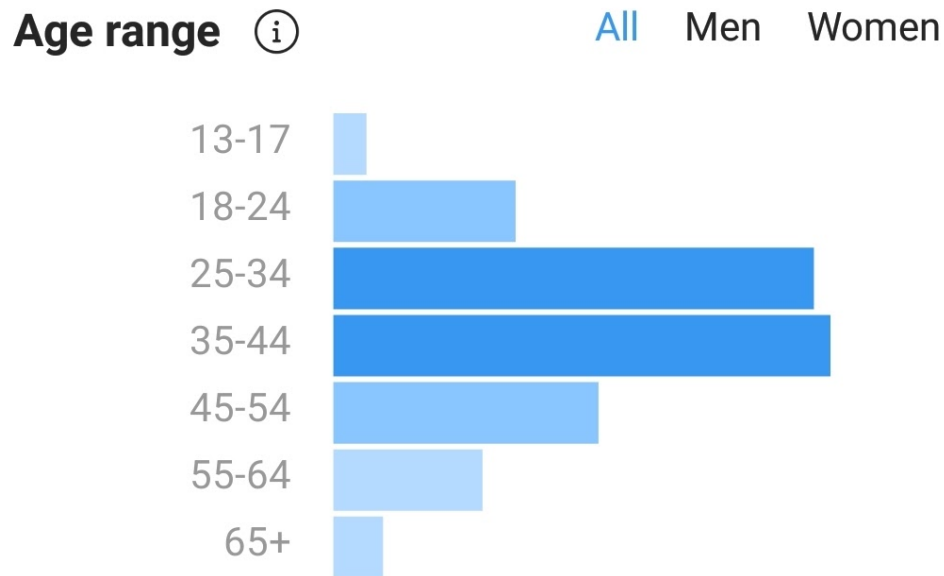


Figure 9. Instagram Followers Age Range (Instagram Insights 2020)

Figure 9 shows an estimator about Kaustinen Folk Music Festival's followers' age range on Instagram. Here one can see clearly that the majority is also around 30-40 years old. Another insight states that 74% of the followers are women. (**Instagram Insights 2020**).

When looking at the frequency of posted content on both channels, one can clearly see that there is no consistent post schedule. On average the posted content on Facebook and Instagram receives an engagement rate, which means likes, comments or shares of 6%. The engagement rate varies depending on the photo or video being shared. During the festival happening, the festival is posting frequent updates about the acts and the festival itself. Also right before and after the festival, one can see the effort being put into promotional posts. There are not many posts during the remaining time of the year. This time could be invested in gaining more followers and possible customers for the upcoming festival. Benchmarking could help then to find out how competitors use the time to keep the audience engaged and how they create excitement towards upcoming events.

4 SURVEY PROCESS

This chapter will describe the whole process of the survey creation. In order to conduct a legitimate research, it is important to understand when research is valid and reliable. Conducting a survey that is valid and reliable makes sure that the resulting data is dependable. By understanding the difference between validity and reliability and thus understanding the process of modifying and improving surveys can bring high value to a research (Talentmap).

4.1 Validity and Reliability

Validity and Reliability assess the quality of a study or research. They evaluate the quality of the used research method and how well it measures something. Validity defines the truthfulness of a measure and Reliability defines the consistency (Middleton F 2019.) Validity shows, how accurate the results of a research method are. Research is valid when the results answer the compiled theory and are applicable to other measures of the same theory. In this research, the applicability of the resulting measures of the survey to the established theory will tell how valid the research is. While constructing the survey, information gained through the theoretical part has been used to build the questionnaire. The social media channels used to publish the survey were chosen to prove that the researched strategies can arouse attention and engagement. The strategy contained social media promotion, an engaging and attractive outlook and the strategy of incentivizing. The response rate of 311 responses proved the validity of the theoretical framework.

Reliability shows, how the achieved results can be emulated when re-conducting the research. The more frequently the outcome of the results match with each other, the more reliable is the study itself. (Middleton F 2019.) A successful outcome of this study would be, that the results not only answer the research problem but also create a base for the concept of a subsequent study. When analyzing and capturing the results of the survey, the most important information has been clearly illustrated in the form of pie charts. This way, it can be helpful to prove the

reliability of the research when comparing results with similar researches, such as surveys or observations, over time.

4.2 Creating the Survey

After gaining basic knowledge from literature and previous studies about the importance of Social media in the event business, the preparation of the survey started by collecting notable key topics, that can help the case company improve its customer engagement rate within social media. The survey starts with three general questions about the respondent's age, a question about the attendance to last year's festival and a question about the possible attendance to this year's festival. These general questions are of big importance, in order to figure out, to which target group the respondent belongs to.

The survey continues with questions about the main topic of the research. The aim is to find out how the individuals behave on Social Media Channels, with the focus on Facebook and Instagram. Basic questions about the usage of these channels, personal opinions about content and engagement preferences are covered in the main part of the survey. The goal of these questions is to find out, how to develop the content strategy on Social media and how to reach which target group. During the theoretical research, new engagement-approaches have been discovered, that don't appear in Kaustinen Folk Music festival's current marketing strategy. The survey covers also general questions about other mediums and engagement platforms, in order to find out if those platforms could be included in the future's marketing plan.

The survey ends with an open-ended question with the aim of finding improvement ideas and new approaches for future actions. Where the main part of the survey consisted of mainly closed-ended questions for a simple and quick survey experience, the last question was more demanded more creativity and personal insights of the respondent. This question was optional, in case the

respondent did not have much time to spare and leaves the survey with a positive, unforced feeling.

4.3 Qualitative Test Phase

Before the final survey was ready to be published to Kaustinen Folk Music Festivals followers on Facebook and Instagram, the survey draft went through a test phase. A group out of ten chosen respondents of different ages, backgrounds, and expertise received the draft version of the survey and responded to every question. After they took the survey with Google Forms, open-ended questions about the survey's structure were asked to every individual. The purpose of the qualitative test-phase was to figure out if the structure of the questions is clear and understandable for the respondent. Questions of a good survey should be as neutral as possible, so the person who is taking the survey answers truthfully and unbiased (SurveyMonkey). It is also important to keep the questions clear and on point in order to receive the most truthful answer from the respondents. Another purpose of the test drive was to point out any kind of confusion the questions might cause to the respondent to improve the survey accordingly. The intended final survey should be clear, neutral, on point and diverse.

4.4 Creating attraction

To achieve the best possible response-rate, an attraction-strategy had to be figured out, so the followers on Facebook and Instagram felt the desire to click on the link and to complete the survey. In this research, the strategy of incentivizing has been chosen. A well-thought-out design has been created to be used as the promotional picture. The picture shows the well-known Finnish artist Antti Paalanen, who has played at Kaustinen Folk Music Festival many times. Big and easily read fonts with catchy bright colors have been used to work as an eye catcher.



Figure 10. Promotional Picture for Survey Competition

Every survey respondent had the possibility to leave their email address for the chance to win two tickets to the Kaustinen Folk Music Festival 2020. This survey reward was used to empower curiosity and to receive more data that can help to understand the current situation and to work on an improved marketing plan for the future.

4.5 Publication of the Survey

The final survey has been published on 23.11.2019 on Kaustinen Folk Music festival's Facebook and Instagram pages. The survey completion time lasted until 16.12.2019. The original English version of the survey was being translated into Finnish, to increase the chance of a higher response rate.

5 SURVEY RESULTS

This chapter will analyse the data that has been achieved from the survey. All in all, 313 respondents have answered the survey that has been conducted for this research. Over 90% of the survey participants have left their email adress in order to win the price of two free tickets to the festival. This valuable data can be used in email marketing in the future. The first three survey questions focus on creating a clearer picture of the case company's follower base. It shows, which age group is following the Festival on Social, who has attended the festival and who is planning on attending again in the future.

5.1 Quantiative Survey Results

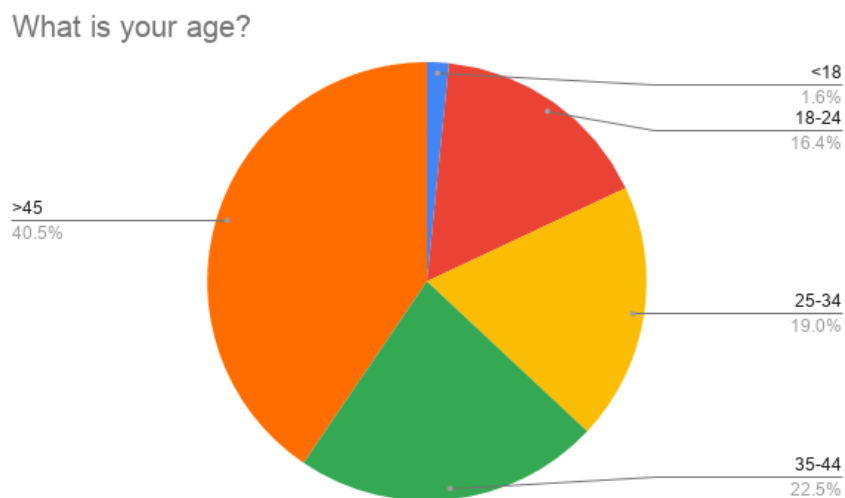


Figure 11. Age of respondents

Figure 11 displays the different age groups of the respondents who follow Kaustinen Folk Musical's Facebook and/or Instagram page. One can clearly see, that the age of the largest group is <45 years old. The smallest age group is <18 years old, with 2%. The percentage of the age group 18-24 is 16%. 19% of the respondents are in the age group 25-34, 22% are 35-44 and the biggest age group, with 41%, is over 45 years old.

The purpose of finding out the age of Kaustinen Folk Music Festival's social media followers is to find out what the majority wants to see about the festival, what channels they are using the most and what makes them engaged.

The second question of the survey asked the survey respondents if they have visited KFMF in 2019. 76.95% answered with yes, they visited the Festival in 2019. 23.05% answered with no. The last general question asked if the respondents are planning on visiting the festival in 2020. 98.9% answered with yes and 1.1% answered with no, they are not planning on going to the festival. These numbers are of importance when talking about the loyalty of the followers. Most of the persons questioned have been visiting the festival already and are most likely willing to do so again.

How often do you check Facebook?

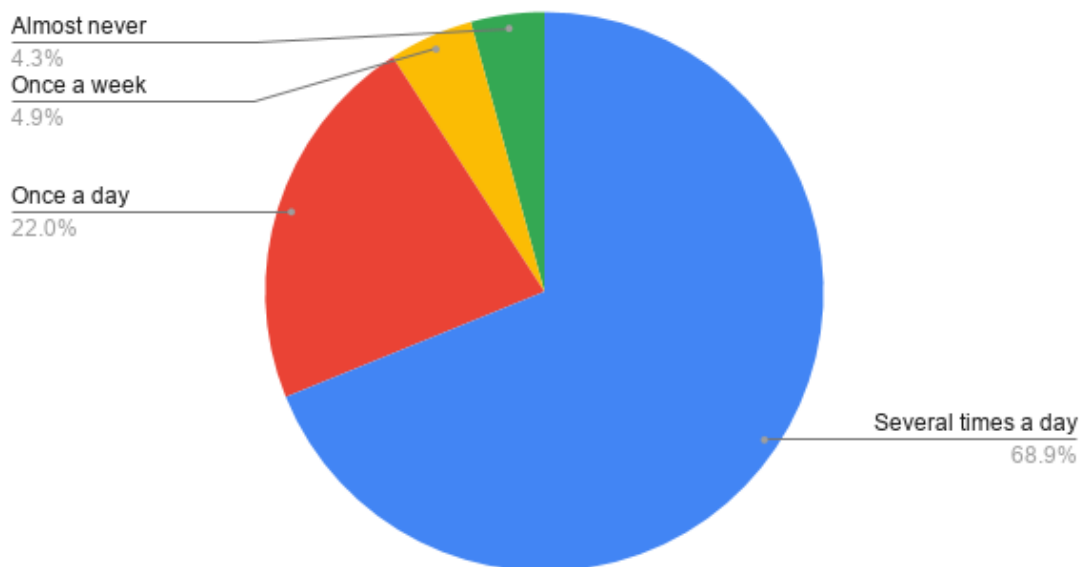


Figure 12. Facebook Routine

The survey continues with questions about the respondent's behavior on Social Media Platforms with the aim of figuring out common habits that speak for a larger target group. The first question about Social media asks for the frequency, the respondent is checking out Facebook. Multiple options to choose from are given, such as "several times a day, once a day, once a week or almost never." 68.85%

of the respondents answered, that they are using Facebook several times a day. Followed by only 22% who claim to use Facebook only once a day. 4.9% answered that they check Facebook only once a week and 4.25% of the group answered with “almost never”. Knowing, that almost 70% of the persons questioned are using Facebook several times a day, the case company can focus on a reinforced marketing on this channel.

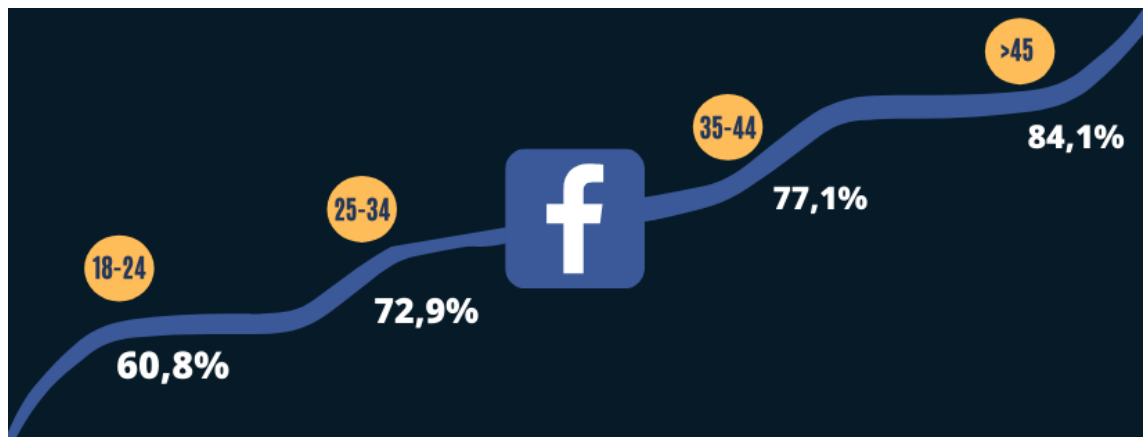


Figure 13. Facebook Routine by Age Group (Gasparoni 2020)

In order to gain a deeper understanding of the different age groups and their social media behavior, a graph based on the survey answers has been created to visualize the quantity of each age group that uses Facebook several times a day. An upward trend with increasing age can be noticed. The youngest age group from 18-24 uses Facebook about 23% less than the oldest age group which is >45.

The survey continues by investigating the respondent's behavior on Social media and asks what the respondent is checking most of the time on Facebook. 65.05% are checking the newsfeed on Facebook. Followed by 22.75%, who look over upcoming events and by 11.05% who usually check their Facebook Messenger. The large amount of 68.86% that is checking Facebook several times a day shows, how popular the personal update on the Facebook feed is and how big of a role it plays in many individual lives. These numbers give a good impression of how events can take advantage of the target group's Social media behavior, to advertise and engage with their customers on a daily basis.

How often do you check Instagram?

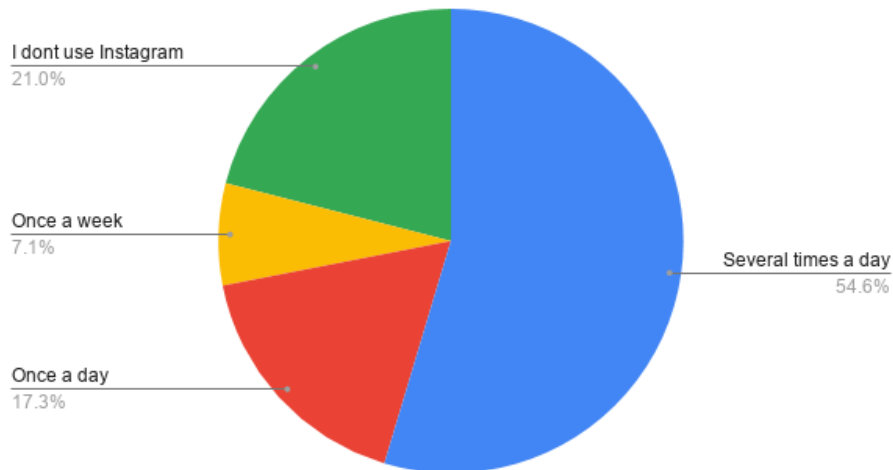


Figure 14. Instagram routine

In order to know investigate about the target group's behavior on Instagram, the survey continues by asking how often the questioned person is using Instagram. 54.65% claimed to use Instagram several times a day. 21% answered, that they are not using Instagram at all. 17.3% are using Instagram once a day and 7.1% answered, that they are checking Instagram once a week. An interesting factor here is, that a rather large percentage of the survey respondents are not active on Instagram. By means of this number, it is possible to trace back the hypothesis of different behaviors on Social media within different age groups. Another notable factor here is, that the majority of respondents who are using Instagram, do use it on a regular basis. This can be an important note when it comes to figuring out improvements for planning and scheduling future posts.

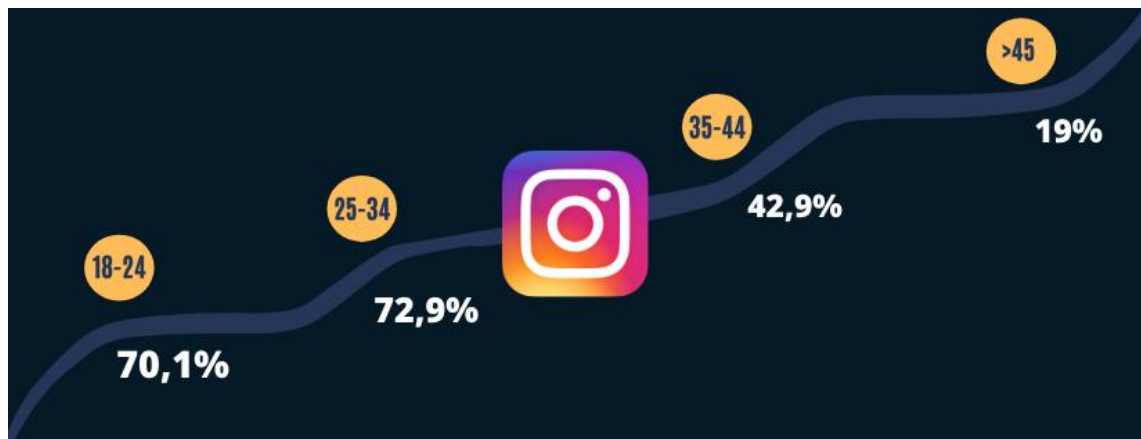


Figure 15. Instagram Routine by Age Group (Gasparoni 2020)

To understand the Instagram Routine of the different age groups better, a graphic has been created to visualize the quantity of each age group that uses Instagram several times a day. By looking at the graphic one can notice that Instagram is the most popular amongst 18-34 years old. When comparing the Instagram Routine by Age Group with the Facebook Routine by Age Group, one can determine that different age groups behave differently on social media. This is a crucial factor when it comes to deciding on future marketing strategies.

The second question about Instagram wants to know, if the survey respondents are more likely to go through Instagram stories, the Instagram news feed of friends and pages they follow, or both. 63.2% of the Instagram users are usually checking both, the newsfeed and the Instagram stories when they are browsing through Instagram. 27.65% find only the newsfeed interesting and only 5.2% of the questioned Instagram users browse usually only through the Instagram Stories. The purpose of this question is to figure out, where to focus on publishing content when posting on Instagram.

To be able to improve customer engagement on Social media, the survey tries to figure out the type of content that engages the respondents the most. 61.1% voted, that pictures are the most interesting content to share with friends and followers on Social media. 17.55% say, that they would most likely share articles. 14.7% do not share any type of content and only 3.1% answered, that they most likely share videos on Social media. Social media platforms look at the relevance of a post. The higher the engagement rate of the post, for example, likes, comments, the more likely is the post to stay in the user's newsfeed and the more

likely to be shown on the top of the feed, as it is considered as more “interesting” than other posts in the feed (Gilbertson-Urtel 2018).

Does it have a positive effect on you if a page you follow responds to your comments?

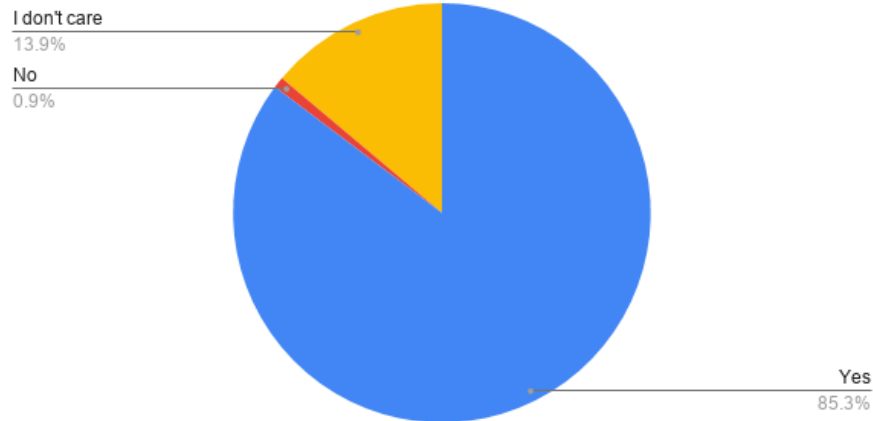


Figure 16. One-on-one engagement

Users on Social media want to experience the authenticity of the company or page they follow, as well as they want to feel appreciated and valued in return for valuing the business. In other words, the Social media page of a company can create and improve the trustworthiness while engaging with the individual follower (Tran 2019). To prove, that this theory is of importance, the survey continues by asking the respondents, if it has a positive effect on the users when the company they follow, replies on comments or feedback. 85.25% of answered with yes, a company engagement on an individual level does have a positive effect on them. Only 13.9% do not pay attention to it and answered, that they do not care. Followed by 0.85% who claim to not be affected positively by one-on-one engagement.

Does Social media have an effect on your decision of attending an event?

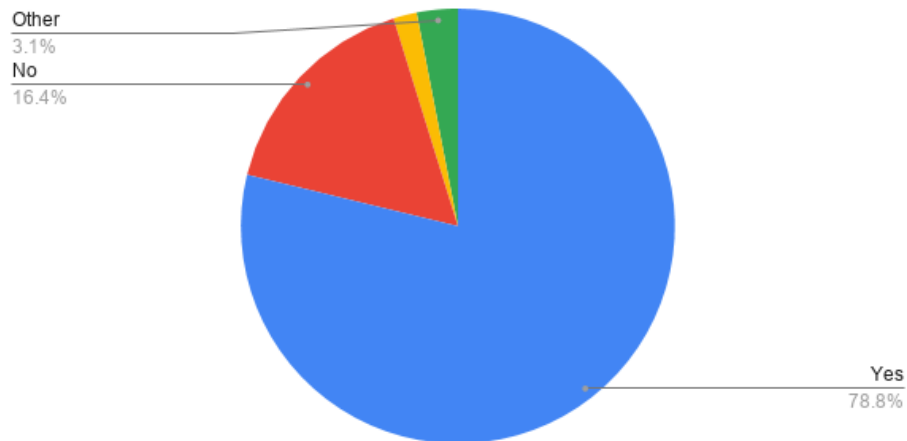


Figure 17. Effect of Social media on Event attendance

The majority with 78.8% of the respondents said that Social media has a positive effect on whether they are attending to a promoted event or not. Only 16.4% think, that Social media has no effect on their event attendance. The remaining 3.05% answered manually saying, that it depends on which event it is or when they for example never heard of this event before. These statistics indicate, that a greater number of people who follow Kaustinen Folk Music Festival, use Social media to stay informed and updated about upcoming or new events.

Do you sometimes feel annoyed about too many posts

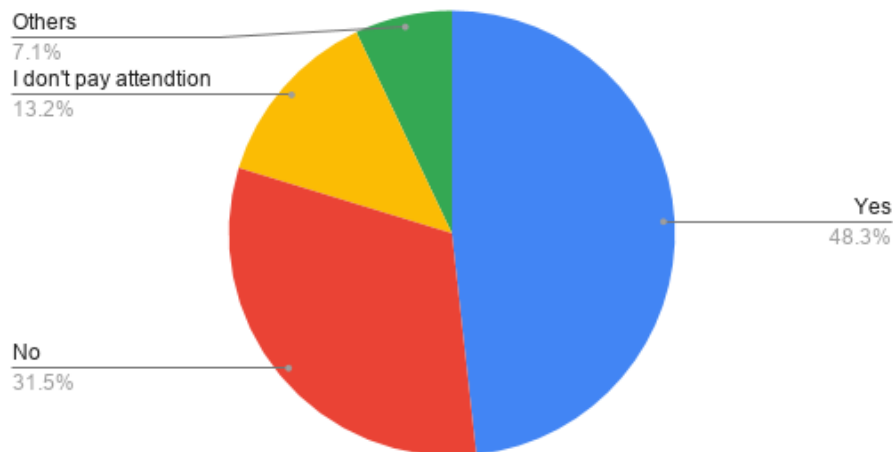


Figure 18. Preference of post frequency on Social media

An interesting outcome was gained while evaluating the results to the question that asked if the respondents feel annoyed when they see too many posts from the same page they follow. 48.25% claim to feel irritated if they see too many posts in a short amount of time. They answered, that they most likely unfollow this page at some point. 31.5% of the users say, that they like seeing as many posts as possible of the page they follow. Only 13.2% do not pay attention to the frequency of a page's posts. Others mentioned, for example, that it depends on the quality of the posted content and on their personal mood of the day.

Would you be interested in a Kaustinen FMF vlog? (video diary)

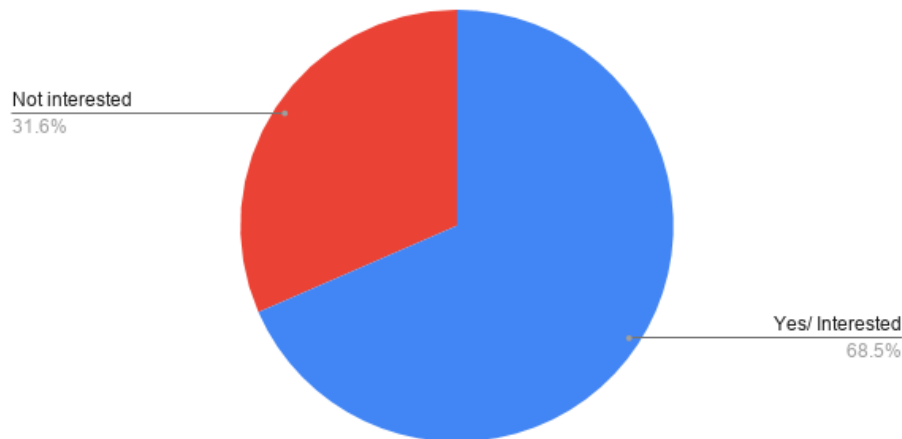


Figure 19. Kaustinen FMF Vlog

The goal of the survey is to find new or improved ways of increasing the engagement rate on Social media for the studies' case company. This means, that new approaches have to be found and tested, which can be entertaining and interesting to the target group. Therefore, the respondents have been asked, if they are interested in a Kaustinen Folk Music Festival Vlog, so the viewers can watch online what is going on at the festival. 68.5% of the followers are interested in a video blog about the festival. 31.6% of the questioned people do not care for or do not watch vlogs. These numbers show, that a try-out of a vlog, could become popular amongst the followers of the festival. Vlogs can be easily shared on social media and can be an entertaining way of showing potential customers what the festival stands for, what the music is like and deliver a hint of the festival's original atmosphere.

Would you enjoy a Kaustinen FMF Spotify Playlist?

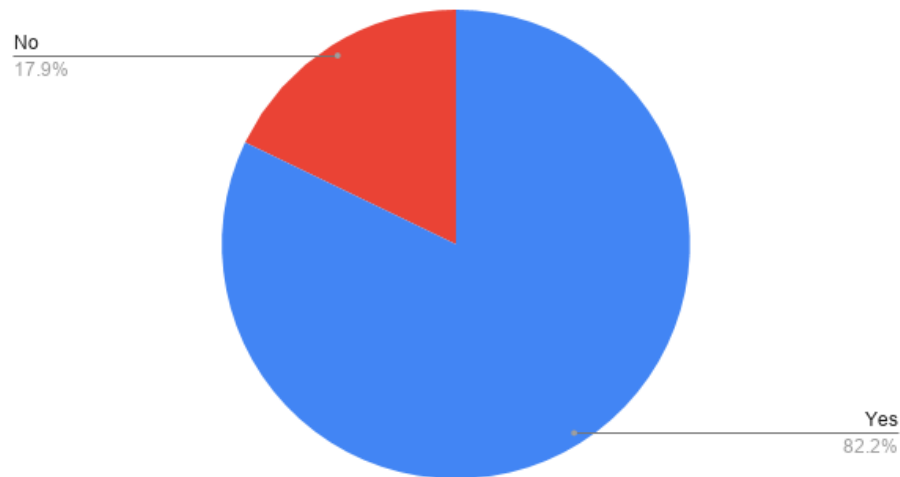


Figure 20. Kaustinen FMF Spotify Playlist

The survey continues with a question about a second engagement-idea, to see if the followers show interest in a Spotify Playlist that presents the live acts who will be playing at the Kaustinen Folk Music Festival. With millions of users, Spotify has proved itself to be a great channel to connect and engage with the audience (Pusztai 2019). 82.15% of the followers are highly interested in the idea of the festival's own playlist and say that they would listen to it. The high positive response rate that indicates, that most of the followers are using Spotify actively. It is important for companies to know where their customers are, but also where they can attract new customers. Businesses have the possibility to connect through several pillars on Spotify such as Playlists, paid ads, or Podcasts. (Pusztai 2019.).

Would you be interested in getting to know more about artists, latest announcements and Kaustinen News in the form of a Newsletter?

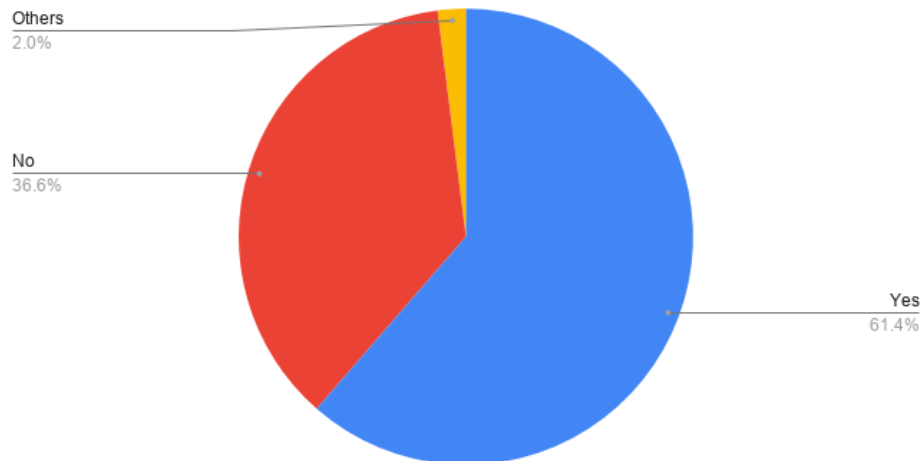


Figure 21. Kaustinen FMF Newsletter

The last multiple-choice question of the survey asks the followers if they are interested in receiving more information about the artists and the latest announcements about the festival in the form of a newsletter. 63.4% of the respondents are interested in reading a newsletter about the festival, including individual comments that show also interest in receiving updates about the festival in the form of Instagram Stories. The general opinion about reading newsletters is split, but comes with a tendency towards a newsletter. It can be beneficial to know, how the majority of the followers wants to receive news and updates. That way, a solid marketing plan can be created which prioritizes the right channels, without leaving marketing opportunities behind.

5.2 Qualitative Survey Results

The survey ends with an open-ended, optional question that shows interest in the respondent's personal opinion about the festival itself. Even though the question was optional, the response rate was high, which shows the loyalty of the fans towards the festival. This additional part of the survey has proved itself successful, as not only ideas for new social media content, but also proposals for other ways of customer engagement have been found.

One survey respondent commented, that an app or a website, that shows clearly the place and location of the gigs, would come in very handy. The mentioned app or website should also include a search-option to be able to look up specific acts more efficiently. Another survey respondent who has also suggested the creation of an app or website recommended, that an included area map of the festival would make the experience easier and more pleasant for the visitors.

Several answers expressed a wish for the festival app creation. The app could serve as a guide before and during the festival. Kaustinen Folk Music Festival offers annually over 1000 scheduled performances in almost 30 different venues and places within the festival area and surroundings. (Wikipedia, 2019.) An app that helps a visitor navigating through the program and happenings could help creating a better festival experience for both visitors and organizers, as everybody is able to check quickly where to find upcoming performances, time schedules, facilities or the next meeting point to meet friends and family. The creation of a festival app can not only be used as a navigator, but also as a tool for communication and engagement before, during, and after the festival (Kristensen J).

5.3 Limitations

The limitation part will address how and under which circumstances the results of this research should be considered. The main limitations that occurred were time and the breadth of the topic. When it comes to social media user engagement, there are many different ways of approaching, for example, the method of using paid ads, competitions, or Guerrilla Marketing. Each approach requires its own in-depth research and is influenced by factors, such as target groups, the desired goal, and the available budget. Every social media channel offers a variety of marketing possibilities. The timeframe this research has been conducted in did not allow us to research every possible option, that can increase user engagement on social media. Another limitation to be considered is the sample size. In total, 311 people have answered the survey. The results of the survey speak only for a certain quantity of the case company's follower group on social media. The success of the data collection process could have been improved by advertising the survey competition through paid ads and thus increasing the visibility and engagement rate.

6 CONCLUSION

The conclusion part of this research is an interpretation of the knowledge and the data gained, during this study. It summarizes findings from theoretical research and practical research, which will then create the base for practical recommendations for the case company, as well as a suggestion for future research. The conclusion part will discuss if the objective of the research has been met and what limitation it has faced during the research process.

The objective of the conducted research was to find out how important user engagement on social media is for event marketing and what the factors are to improve user engagement to grow a larger customer base. The collected information from literature, web sources, and from the conducted survey have proven the importance of user engagement for the event business. A customer's journey from hearing about an event to experiencing the event goes beyond just purchasing a product, it enters a person's psyche.

The search for self-identity plays a great role in music events. It is a type of celebration of a culture that can create a membership of belonging to a certain community. It may bring people closer to a certain society but also distance them from each other. (Shuker 2013, 161.) Psychologically speaking, the novelty experienced during a music event, can be highly attractive as they search for a reward that motivates us and creates positive feelings (Cooper 2013). When looking from an event promoter's point of view, it is important to make sure that the possibility of positive experiences mentioned above is being promoted to the right customer base. Research shows that social media is nowadays one of the most efficient channels to promote an event. (Jackson & Angliss 2018, 3). With over 3.7 billion active social media users worldwide, different platforms offer a vast variety of options that allow promoters to create visibility, engagement, and loyalty. With the growth of social media, the tendency to stay updated and connected all the time is growing rapidly (Sheldon & Bryant 2015). The resulting phenomenon of "missing out" may be used wisely, when it comes to creating attention about an event or a brand. The journey of event promotion needs more than just awareness, it needs the interest group to turn into followers and

followers to turn into long-term customers. That's where user engagement comes into play. When deciding on social media marketing, creative and engaging content can drive potential customers into actual customers. As the competition on social media is high, innovative marketing methods are mandatory to stick out from the mass. (Gilliland 2018, 15). Research shows, that consistent, reliable, and engaging content can improve customer loyalty and a brand's image. In order to boost organic reach, marketing methods such as paid ad marketing, Guerrilla Marketing, Influencers, and Giveaways, can help to spread awareness to the right target group. In preparation to reach the right target group, promoters need to understand where they stand as a company and what can be done in order to take advantage of opportunities and to overcome possible threats. The research uses the SWOT Analysis tool to create a clearer picture of the current social media situation of the case company. The high competition is one of the common threats when it comes to social media marketing. Benchmarking is an advantageous method, to stay up-to-date and thus to be able to compete even with a smaller budget. The research from literature provided a decent knowledge base to create an online questionnaire that would help to gain information about Kaustinen Folk Music Festival's social media followers. The content of the survey was mainly about the followers' social media behavior, their opinions, and the preference for content. Over 300 respondents shared their information and point of view through the survey. To achieve such a good response rate, marketing methods, such as incentivizing have been used, to not only collect valuable data but also to prove, that the gained information from literature is applicable in practice.

6.1 Suggestions for Implementation

This chapter will cover some practical suggestions for Kaustinen Folk Music Festival based on the theoretical and practical research on user engagement on social media. The recommendations are divided into practical actions to take before the festival and during the festival. The overall goal of this final part is to give valuable suggestions that help to strengthen and widen the social media network of the festival to increase the Social Media Return on Investment. The thought behind these recommendations are additionally focused on bringing a breath of

fresh air into the current marketing strategy to increase attraction to the minor customer age group between 18-24.

6.1.1 Before the Festival

The following recommended marketing implementations have the intention to promote the festival in as many different ways possible to show potential customers the versatility of Kaustinen Folk Music Festival.

The first idea is a Sports Competition Event which will work as a Fundraiser for a good cause. There are many options for how to do a successful competition. A Fundraiser can motivate people to actively take part while doing something meaningful. An example could be, to have a road bicycle racing à la “Tour de Kaustinen”. The purchased ticket for this event could include a festival pass and a contingent to a good cause. This type of event can have many positive effects on a company. Besides the main purpose of raising money for a good cause, it can engage people, especially on social media, to motivate each other in the name of Kaustinen Folk Music Festival and if promoted well, arouse a lot of attraction and positive promotion. The event can be easily published and promoted on Facebook Events to increase the attendee rate.

Content to be posted on social media in between the “bigger” marketing campaigns maybe graphics that work as a countdown to the festival. This could start a few months before the festival. Throwback photographs are also a nice reminder to the festival and get followers excited for the upcoming summer festival season. As Kaustinen Folk Music Festival offers shows on many different stages inside and outside the festival area, graphics that list the line-up for each different stage would be also a good way of promoting the festival. The band’s social media account can be tagged on the posts, to re-post those for self-promotion. This way the reach of each post can increase without any additional costs.

The survey conducted for this research asked the respondents’ opinion about a Kaustinen Folk Music Festival Spotify Playlist. Over 80% of the survey respondents find the idea appealing and said they would enjoy listening to it. That way

followers can grow knowledge about the artists playing at the festival and connect with the music and the festival in their daily lives. Playlists can be shared easily on social media and can create feelings of joyful anticipation before the festival and help to indulge in happy memories after the festival.

Another engagement idea is a blog article about “Festival Essentials”. This idea can be updated yearly and designed and written funny and informatively. A preparation article for a festival can show care and empathy from the festival towards the customers and might help First Time Festival Goer to create a list, to get as much joy out of the festival as possible! A guide on where to purchase forgotten essentials around the festival area, can also bring safety for customers and show that the festival cares. People can comment with tips and tricks about their personal festival essentials and thus interact with others.

As the world is getting more and more aware of the environment, photos, graphics, or videos can show how the festivals support eco-friendly behaviour during the festival. This can also be used as a friendly reminder for festival-goers to join an eco-friendly way of thinking.

After a vibrant show, every festival-goer gets at some point hungry. Tasty and healthy food options are as important for a festival as good music, so why not promoting these in advance on social media? Delicious food photos or even videos can show, what the customer will get offered during the festival time. The restaurants can be tagged and re-post the content. This enlarges again the visibility of the festival.

The survey found out, that over 60% would be interested in watching a vlog about the festival. Inviting social media influencers to capture their time and experiences at the festival can be a real game-changer for an event. Depending on the viewer base of each vlogger, it can increase awareness about the festival massively. Every festival vlog will have its own flair and a different point of view, as it is being created and experienced from different views. This can show people, who were not able to attend the festival or who might have not heard about the festival before what Kaustinen Folk Music Festival has to offer.

In order to give festival visitors even bigger reasons to promote the festival to their follower base online, the festival environment itself can work as a tool. “Instagrammable Places” can be set up to create a very unique atmosphere, that just induce festival goers to capture and share their experiences on their social media accounts.



Figure 22. The walk to the campsite on day 1 (Electric Picnic 2018)

Figure 22 shows an example of an Irish festival using exactly this method. By using arts and crafts, the forest path to the festival camping area has been transformed into a rather magical experience that can entice visitors to capture their best festival memories for their social media.

6.1.2 During the Festival

There are also actions that can be taken to prepare marketing content for the time after the festival has happened. Content to look back to the festival happenings, content for those who couldn't attend and content to promote next year's festival. As the festival is happening, there are so many feelings, atmospheres, and adventures to be captured. It would be beneficial to hire a skilful photography and videography team to catch all those joyful festival moments. The team could consist of different age groups, different skillsets, and different styles. This could be, for example, film- and polaroid photography and digital photo- and videography. The goal of the photography group is to capture the feeling of Kausinen Folk Music Festival. Visuals that awake emotions by showing families being together, people dancing, laughing or crying; volunteers and employees who work together as a team.

Every year the festival needs more volunteer workers. In order to promote the work at the festival, a promotional video could be filmed, shows exclusive behind the scene footage of an actual volunteer at Kaustinen Folk Music Festival. The video should be engaging and focus on teamwork and the benefits a volunteer gets when working for the festival.

During the festival, daily social media competitions could take place to increase social media engagement and gratis festival promotion. The competition could be, for example, 'Capture your favourite moment of the day at Kaustinen Folk Music Festival and we will reward the best photo with free food vouchers for you and your friend'. Hashtags can be used to collect the photos in one spot and for other followers to look at each other's memories.

6.2 Suggestions for Future Research

This final chapter recommends research questions that emerged from this study. Based on the in this research conducted survey, the first recommendation for future research is to conduct a deeper study about the social media user behaviour of different age groups. Every age group is approaching the use of social media in different ways. It is important for businesses to gain a deep understanding of how to connect with each group in the most efficient way. This research could be executed and intensified by using a qualitative research method of in-depth interviews or by observing a chosen sample group of each age group.

The second recommendation for future research is based straight on user satisfaction of the case company Kaustinen Folk Music Festival. Several wishes about the creation of a festival app have been voiced to design an overall improved festival experience for the customer. A festival offers much more than just an orientation for customers at the festival. The app could include a chat option for people to connect with each other, it could include updates of all happenings and news around the festival, a wristband activation, listings of food options, and a real-time lost and found function. The app can offer great ways to market the festival's provisions straight to the customer. The app could provide a personal profile for each customer where users can create a custom schedule of favourite artists and happenings and notify them when they are about to perform. This way the business can collect valuable data that will be of use for future research.

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APPENDICES

Appendix 1. Kaustinen Folk Music Festival Social Media Survey 2019 in English

Kaustinen Folk Music Festival Social Media Survey 2019

Complete this short survey (1-3 minutes) for your chance to win two tickets to Kaustinen Folk Music Festival 2020! This survey will cover some general questions and questions about Social Media. The survey will help us to create an even better experience for you and your friends in the future!

* Mandatory



What is your age? *

- <18
- 18-24
- 25-34
- 35-44
- >45

Have you visited Kaustinen Folk Music Festival this year? *

- yes
- No

Are you planning on visiting Kaustinen Folk Music Festival in 2020? *

- yes
- No

How often do you check Facebook? *

- Several times a day
- Once a day
- Once a week
- Almost never
-

When using Facebook, what do you check most of the time? *

- Messenger
- Upcoming Events
- Newsfeed
- Others:

How often do you check Instagram?

- Several times a day
- Once a day
- Once a week
- I don't use Instagram

When browsing Instagram, are you more likely checking the news feed, Instagram stories or both?

- I usually only check the newsfeed
- I usually only check Insta Stories
- I usually check both
- Others:

What type of content are you most likely to share in Social Media? *

- Pictures
- Videos
- Articles
- I don't share anything
- Others:

Does it have a positive effect on you, if a page you follow, responds to your comments, feedback, ect.? *

- Yes, I appreciate the engagement
- No, I don't like it
- I don't care
- Others:

Does Social media have an effect on your decision of attending an event? *

- Yes
- No
- Others:

Do you sometimes feel annoyed about too many posts from a page you follow? *

- Yes, If there are too many posts in a short amount of time, I will most likely unfollow this page
- No, I like seeing as many posts as possible from the page. That's why I follow them
- I don't really pay attention to the posts
- Others:

Would you be interested in a Kaustinen FMF vlog? (video diary) *

- Absolutely, I like watching vlogs
- It sounds interesting
- I don't care about watching vlogs
- Others:

Would you enjoy a Kaustinen FMF Spotify Playlist? *

- Yes! I'd listen to it
- No, thank you

Would you be interested in getting to know more about artists, latest announcements and Kaustinen News in the form of a Newsletter? *

- Yes, I want to stay up to date!
- No, thank you
- Others:

And last but not least: Is there anything else that would make your experience at Kaustinen Folk Music Festival better?

For the chance to win 2x free tickets to the Kaustinen Folk Music Festival 2020, enter your email address below, so we can contact you!

Kaustisen kansanmusiikkijuhlat | Sosiaalisen median kysely 2019

Vastaa tähän lyhyeen kyselyyn (1-3 minuuttia), ja voit voittaa kaksi viikkolippua 2020 Kaustinen kansanmusiikkijuhlille! Tämä kysely käsittelee yleisesti kysymyksiä sosiaalisesta mediasta ja Kaustisen kansanmusiikkijuhlilla. Tulokset auttavat meitä luomaan entistä parempaa kokemusta sinulle ja ystävillesi tulevaisuutta varten!

* Mandatory



Minkä ikäinen olet? *

- <18
- 18-24
- 25-34
- 35-44
- >45

Oletko osallistunut Kaustisen kansanmusiikkijuhlille tänä vuonna? *

- Kyllä olen
- En ole

Aiotko osallistua Kaustisen kansanmusiikkijuhlille vuonna 2020? *

- Kyllä aion
- En aio

Kuinka usein käytät Facebookia? *

- Useita kertoja päivässä
- Kerran päivässä
- Kerran viikossa
- En juuri koskaan

Mihin käytät Facebookia useimmiten? *

- Facebook Messengeriin
- Seuraan tulevia tapahtumia
- Selaan etusivua
- Others:

Kuinka usein käytät Instagramia? *

- Useita kertoja päivässä
- Noin kerran päivässä
- Noin kerran viikossa
- En käytä Instagramia

Kun käytät Instagramia, selaatko etusivua, Instagramin tarinoita vai molempia?

- Useimmiten etusivua
- Useimmiten Instagramin tarinoita
- Useimmiten molempia
- Others:

Minkälaista sisältöä yleensä jaat sosiaalisessa mediassa? *

- Kuvia
- Videoita
- Artikkeleita
- En jaa sisältöä sosiaaliseen mediaan
- Others:

Jos seuraamasi sivusto vastaa kommentteihisi tai antamaasi palautteeseen, onko sillä positiivisia vaikutuksia sinuun? *

- Kyllä, pidän siitä
- Ei, en pidä siitä
- Sillä ei ole minuun vaikutusta

Vaikuttaako sosiaalinen media siihen, osallistutko tapahtumiin? *

- Kyllä
- Ei
- Others:

Ärsyttääkö sinua koskaan, jos seuraamasi sivu julkaisee turhan usein lyhyessä ajassa? *

- Kyllä, useimmiten lopetan sivun seuraamisen
- Ei, pidän siitä kun seuraamani sivu julkaisee usein
- En yleensä kiinnitä huomiota julkaisuihin
- Others:

Olisitko kiinnostunut Kaustinen FMF -vlogista (videopäiväkirja)? *

- Ehdottomasti, pidän vlogeista
- Kuulostaa kiinnostavalta
- Vlogit eivät juurikaan kiinnosta minua
- Others:

Olisitko kiinnostunut Spotifyn Kaustinen FMF -soittolistasta? *

- Kyllä, kuuntelisin sitä mielelläni!
- Ei kiitos!

Olisitko kiinnostunut kuulemaan lisää festivaalien artisteista, tuoreimmista ilmoituksista ja uutisista uutiskirjeen muodossa? *

- Kyllä, olisin kiinnostunut
- Ei kiitos!
-

Anna vapaasti palautetta, joka voisi tehdä tulevista kokemuksistasi parempia Kaustisen kansanmusiikkijuhlilla.

Mikäli haluat olla mukana arvonnassa, jossa voi voittaa 2 x viikkolippu Kaustisen kansanmusiikkijuhlille kesällä 2020, syötä sähköpostisi alle: